

WHAT IS CLAIMED IS:

1                   1.       An apparatus for creating a multi dimensional report from  
2 information in at least one database, said apparatus comprising:  
3                   a memory,  
4                   a bus,  
5                   a processor, coupled to said memory by said bus, said processor  
6 operatively disposed to:  
7                   receiving a definition of at least one customer profile of a plurality of  
8 customer profile groups;  
9                   receiving from a user input indicating a report configuration selection;  
10                  creating at least one first dimension table based upon said report  
11 configuration selection and said information;  
12                  creating at least one fact table based upon said report configuration  
13 selection and said information; and  
14                  providing a report comprised of said at least one first dimension table and  
15 said at least one fact table.

1                   2.       The apparatus of claim 1 wherein said report is an customer profile  
2 report, said information further comprising business performance measures, said creating  
3 at least one first dimension table further comprising:  
4                   creating a customer profile hierarchy; and said creating at least one fact  
5 table further comprising:  
6                   aggregating said business performance measures according to said  
7 customer profile hierarchy.

1                   3.       The apparatus of claim 1 wherein said report is an operation report,  
2 said information further comprising business performance measures, said creating at least  
3 one fact table further comprising:  
4                   aggregating said business performance measures; and  
5                   filtering said customer profiles.

1                   4.       The apparatus of claim 1 wherein said report is a customer  
2 behavior report, said information further comprising customer records, said creating at  
3 least one first dimension table further comprising:



11 creating customer classification components in a meta model for each  
 12 customer profile group;  
 13 receiving from a user input indicating a report configuration selection;  
 14 extracting information from said at least one database;  
 15 creating at least one first dimension table based upon said report  
 16 configuration selection;  
 17 creating at least one fact table based upon said report configuration  
 18 selection and said information; and  
 19 providing a report comprised of said at least one first dimension table and  
 20 said at least one fact table.

1 12. The apparatus of claim 11 wherein said report is an customer  
 2 profile report, said information further comprising business performance measures, said  
 3 creating at least one first dimension table further comprising:  
 4 creating a customer profile hierarchy; and said creating at least one fact  
 5 table further comprising:  
 6 aggregating said business performance measures according to said  
 7 customer profile hierarchy.

1 13. The apparatus of claim 11 wherein said report is an operation  
 2 report, said information further comprising business performance measures, said creating  
 3 at least one fact table further comprising:  
 4 aggregating said business performance measures; and  
 5 filtering said customer profiles.

1 14. The apparatus of claim 11 wherein said report is a customer  
 2 behavior report, said information further comprising customer records, said creating at  
 3 least one first dimension table further comprising:  
 4 creating a customer profiles; and said creating at least one fact table further  
 5 comprising:  
 6 aggregating customer records based on said customer profiles.

1 15. The apparatus of claim 11 wherein said information comprises  
 2 telecommunications information.

1                    16.     The apparatus of claim 11 wherein said information comprises  
2     financial information.

1                    17.     The apparatus of claim 11 wherein said information comprises  
2     retail marketing information.

1                    18.     The apparatus of claim 11 wherein said information comprises  
2     insurance information.

1                    19.     The apparatus of claim 11 wherein said information comprises  
2     health care information.

20. An apparatus of transferring information from a first database, said first database organized according to a first data model, to a second database, said second database organized according to a second data model to serve as the basis of analysis of the data, said apparatus comprising:

5 a memory,

6 a bus,

7                   a processor, coupled to said memory by said bus, said processor  
8   operatively disposed to:

9 receiving as input a first data model definition;

0 receiving as input a second data model definition;

1                   creating a mapping, said mapping providing a translation for data from  
2   said first data model to said second data model; and

3 migrating said data from said first database to said second database  
4 according to said mapping.

1                    21.     The apparatus of claim 20 wherein said first data model comprises  
2     a star schema.

1                    22.     The apparatus of claim ~~20~~ wherein said second data model  
2 comprises an identity centric data organization.

1                    23.     The apparatus of claim 22 wherein said identity is a customer  
2     identity.

1                    24.     The apparatus of claim 20 wherein said information comprises  
2     telecommunications information.

1                    25.     The apparatus of claim 20 wherein said information comprises  
2     financial information.

1                    26.     The apparatus of claim 20 wherein said information comprises  
2     retail marketing information.

1                    27.     The apparatus of claim 20 wherein said information comprises  
2     insurance information.

1                    28.     The apparatus of claim 20 wherein said information comprises  
2     health care information.

1           29.     The apparatus of claim 20 wherein said second data model  
2     comprises a reverse star schema.

1                   30.     An apparatus of analyzing information from a database, said  
2     database organized according to a first data model, said apparatus comprising:

3 a memory,

4 a bus,

5 a processor, coupled to said memory by said bus, said processor

6      operatively disposed to:

7 receiving as input a definition of a second data model;

8           creating a mapping from said first data model to said second data model;

9 analyzing said data based upon said second data model and said mapping.

1                    31.     The apparatus of claim 30 wherein said first data model comprises  
2     an identity centric data organization.

1                    32.     The apparatus of claim 31 wherein said identity is a customer  
2     identity.

1                    33.     The apparatus of claim ~~30~~ wherein said information comprises  
2     telecommunications information.

1                    34.     The apparatus of claim 30 wherein said information comprises  
2     financial information.

1                    35.     The apparatus of claim 30 wherein said information comprises  
2     retail marketing information.

1                    36.     The apparatus of claim 30 wherein said information comprises  
2     insurance information.

1                    37.     The apparatus of claim 30 wherein said information comprises  
2     health care information.

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